



Firefox 4 Beta Strategy “Apollo 11”

May 2010

The Beta Plan for Firefox 4 Leverages the Strengths of 3.5/3.6 While Deploying New Strategies to Reach and Engage With a Broader Audience

3.5 Beta Results

1.3 MM Beta testers with a last-month surge

Tech-skewed testing group

Unapproachable (perhaps, ineffective) feedback channels

Minimal competitive and industry insight

Key messages fluid throughout beta to full release



4.0 Beta Goals

4MM active Beta testers (min. 2MM) with steady growth rate*

A representative sample of our existing user base

Segment-specific feedback channels => synthesized actionable feedback

Deep understanding of marketplace dynamics and competitive differentiators

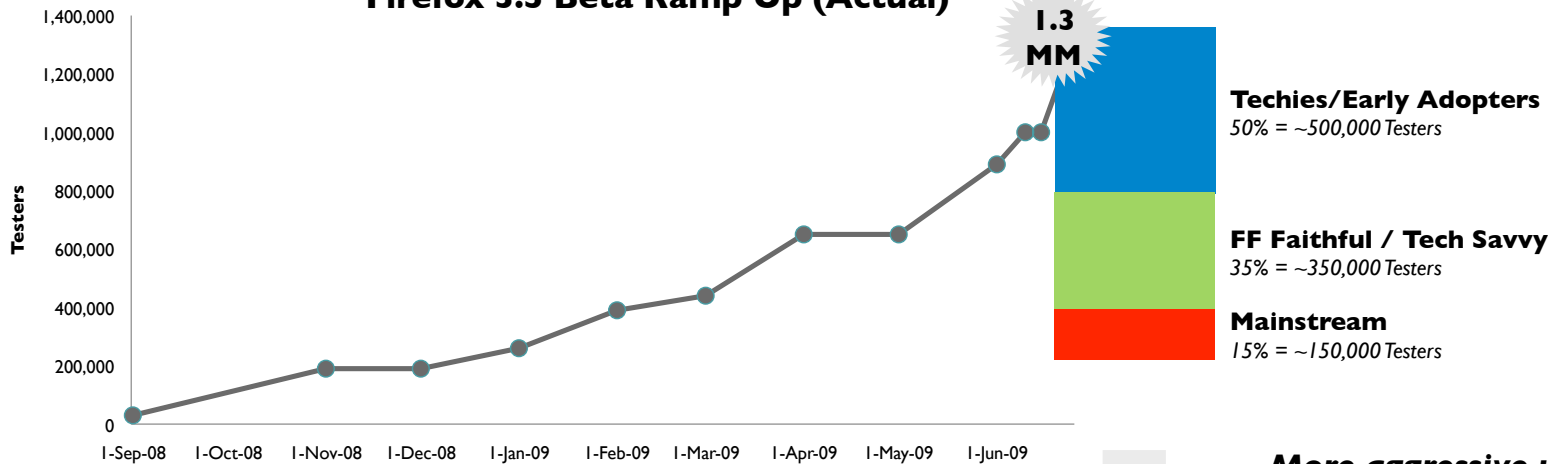
Seed core marketing positioning and build campaign momentum for full release



* Product/engineering dependencies

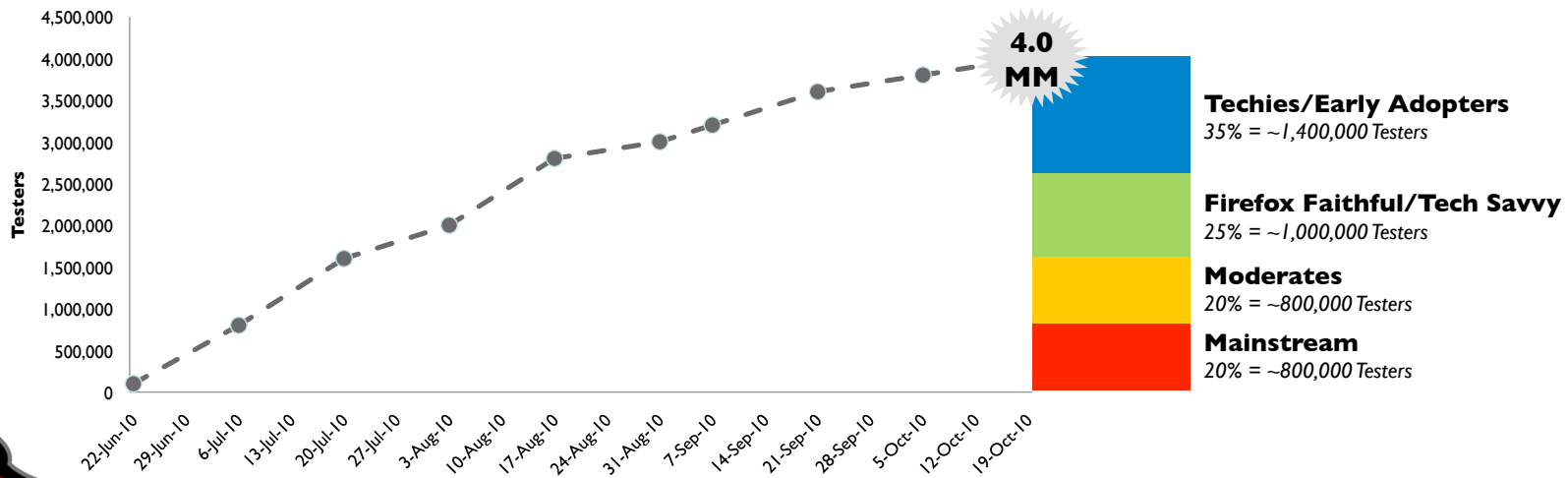
Market Segmentation Goals for the Beta Are More Aggressive in Reach and Diversity

Firefox 3.5 Beta Ramp Up (Actual)



More aggressive upfront acquisition – Reach the majority by mid-September

Firefox 4 Beta Ramp Up (Targeted)



A Comprehensive Beta Program

Build Interest

Focus on specific features for each release to boost excitement

Acquire

Make it dead simple and easy to download

Gather Feedback

Cast a wide net - offer easy-to-use feedback channels for users of all backgrounds

Engage

Make our testers part of a movement by building deeper relationships

Educate

Set up the market for understanding (and wanting) new browser features

Spread the Word

Arm our Beta testers to evangelize the full release



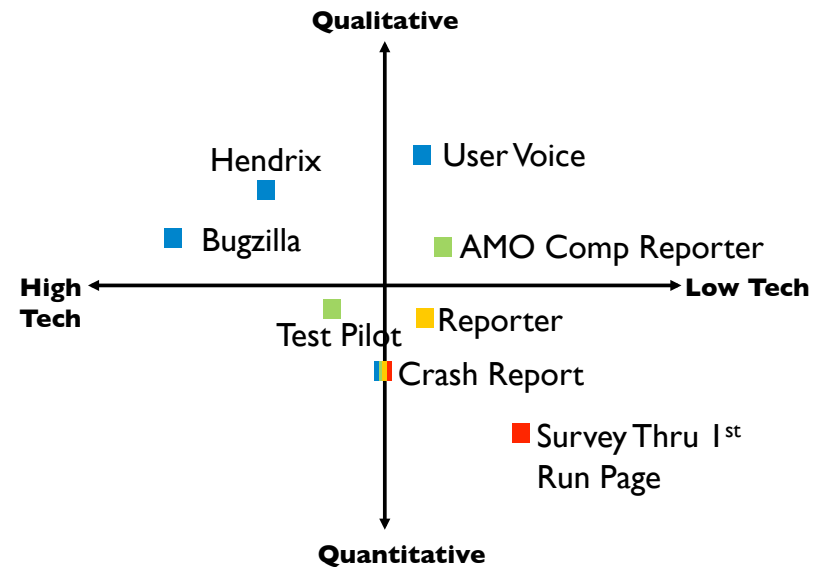
Regardless of the Market Segment, We Will Have Channels in Place to Capture Comprehensive Feedback

Communications

Beta Testers

		Definitely	Maybe	No
0MM	Beta Web Pages	■ ■ ■	■	
	Tech Press	■ ■	■	
	Newsgroups	■ ■	■	■
	Twitter	■ ■	■ ■	
	Blogosphere	■ ■ ■	■	
	What's New/ 1 st Run	■ ■ ■	■	
1.3MM	Snippets	■ ■ ■	■	
	MDN	■	■	■ ■
	DevCamps	■	■	■ ■
2MM	Email	■ ■ ■	■	
	SEM	■ ■ ■	■	
	Facebook	■ ■ ■	■	
	Business Press	■ ■	■ ■	
4MM	In-product Messaging	■ ■ ■ ■		

Feedback



- Techies/Early Adopters
- Tech Savvy / Firefox Faithful
- Moderate
- Mainstream
- All

Firefox 4 Beta Feedback Mechanisms

	Survey	Bug Button	Crash Reporter	Test Pilot	Social Media	Bugzilla	SUMO	User Voice (Developers)*
Web Compatibility	-	X	O	-	-	-	X	X
Performance	-	-	-	X	-	-	-	-
Stability	-	-	X	-	O	-	-	-
UI/Design	X	-	-	X	-	-	X	-
Customer Satisfaction	X	X	-	O	X	-	-	X
Add-On Compatibility	-	X	O	-	-	-	-	-
Messaging	X	-	-	-	X	-	-	-
Education	X	-	-	-	X	-	X	-
For 1st Beta		✓	✓	✓	✓	✓		✓
Beta Respins	✓						✓	
Owner	Marketing	QA	Product	PM/UX	Marketing	PM	SUMO	Blizzard/PM

* Can use our Community Sites to help us localize our outreach to developers



Key	
X	Definitely
O	Some
-	No

With an “End of June” Beta Launch We Have 5 Weeks to Prep

May					
	Mon	Tue	Wed	Thu	Fri
	3	4	5	6	7
Week 6	10	11	12	13	14
Week 5	17	18	19	20	21
	24	25	26	27	28
Week 4			Review Copy	1 st Draft PR Message	Finalized Copy
			Finalize Beta v1 Features	Initial Compet. Analysis	Finalize Comms Plan w/ PR

June					
	Mon	Tue	Wed	Thu	Fri
Week 3	31	1	2	3	4
			Start Creative Design		
Week 2	7	8	9	10	11
			2 nd Draft PR Message	Start Web Dev	
Week 1	14	15	16	17	18
	Finalize PR Message				Beta Site Up & Running
Week 0	21	22	23	24	25
		Launch Beta	<ul style="list-style-type: none"> • Continuous bi/weekly comms • Launch mainstream campaign(s) • Launch education campaigns 		

